

September 24, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Sept. 22 4:00 P.M.	JUNIOR HAVEN FASHION SHOW Campus "Merry-Go-Round" featuring new junior fashions modeled by local graduates of Bamberger's modeling course. Open to public. Publicity: Mary Grizzard, Market 2-1212, Ext. 2312.	L. BAMBERGER & CO. NEWARK, NEW JERSEY	10TH FLOOR RESTAURANT
Sept. 23	FIRST DAY OF AUTUMN (Sunday - 4:50 A.M.)		
Sept. 23- Oct. 11	FOURTH ANNUAL ART EXHIBITION Ten cash prizes, totaling \$2200, and 4 gold medals will be awarded to exhibitors chosen by a special jury. Exhibition includes oils, water-colors, pastels, drawings, prints, and sculpture. For entry blanks and further information, contact: Michael Engel, 470 W. 34th St., BR. 9-6400.	AUDUBON ARTISTS	NAT'L ACADEMY OF DESIGN 1083 FIFTH AVENUE

WEEK BEGINNING MONDAY, SEPTEMBER 24, 1945

Monday Sept. 24 10:30 A.M.	SELECTION OF "SWIM FOR HEALTH WEEK" GIRL A committee of bathing suit manufacturers and distributors, photographers, and newspapermen will select the 1946 "Swim For Health Week" Girl from 12 Powers and Conover models. Three girls will be chosen for beauty, photogenic qualities, form, and swimming ability. All the girls will wear 2-piece bathing suits, to be selected by buyers from among 1946 samples submitted by several manufacturers. Open to buyers and press. Publicity: Martin Stern, VA. 6-0543.	SWIM FOR HEALTH ASSN. (60 EAST 42ND STREET)	HOTEL NEW YORKER HANOVER ROOM (3RD FL.)
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Monday Sept. 24 12:30 P.M.	OPENING: ARTS AND ANTIQUES SHOW Seymour Halpern Associates presents early American, English and French objects of art. This exhibition will be open until Sunday, September 30. Admission: \$1.00 plus tax. Free tickets to servicemen at various recreation centers in the city. Contact: Seymour Halpern Assoc., EL. 5-1316.	SEYMOUR HALPERN ASSOC. (501 MADISON AVE.)	ARMORY PARK AVE. & 34TH ST.
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Monday Sept. 24	<u>CANCELLED</u> - The Maretta Feeley Luncheon Fashion Show (1:00 P.M.) at the St. Regis Hotel has been cancelled.		
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Tuesday Sept. 25 1:00 P.M. Luncheon	SELECTION OF WINNER OF FUR COAT CONTEST Harry Jay Treu, fur craftsman and stylist, is sponsoring an "Old Fur Coat Treasure Hunt," for the oldest fur coat in existence. A \$100 Victory Bond will be awarded to its owner. All entries must be delivered to Harry Jay Treu at 147 West 35th St., 18th Floor, by 4 P.M. Saturday, Sept. 22. The winner will be selected during luncheon for the fashion press on Tuesday, Sept. 25. The coat will be remodelled free and shown with "before and after" pictures. Commentator: Prunella Wood. Judges: Chester Judas, vice president, Hollanderizing Corp. of America; Sol Vogel, fur designer. By invitation only. Contact: Harry Jay Treu, LA. 4-6788.	HARRY JAY TREU (147 WEST 35TH ST.)	WALDORF-ASTORIA LE PERROQUET SUITE
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Tuesday Sept. 25 2:30 P.M.	FASHIONS FOR CAREER GIRLS Business girls' fashions in coats, suits, and dresses featuring ensembles to fill many needs. Open to public. Publicity: Frances Patton, ST. 9-4700, Ext. 681.	JOHN WANAMAKER B'WAY & 9TH ST.	BUDGET STORE
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 25 3:00 P.M.	INTRODUCING MME. ETA'S FASHIONS FOR WOMEN Lord & Taylor presents Mme. Eta's Fall Collection, which includes her new designs proportioned to small women. Press by invitation. Publicity: Alice Johnston, WI. 7-3300.	LORD & TAYLOR 5TH AVE. & 38TH ST.	4TH FLOOR
Tuesday Sept. 25 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: NEW "ROUNDSWEPT" HAIRDOS A preview and reception for the press, showing Fall and Winter Coiffures. Three showings at 4:30, 5:00, and 5:30 P.M., each running a maximum of 15 minutes. A preliminary movie will illustrate the "Roundswept" evening coiffures with hair accessories by Shirley Lipton, and each showing will conclude with a hat-and-hair tie-up featuring originals by Sally Victor. Press by invitation only. Publicity: Eleanor Rowlands, Rowlands Associates, MO. 4-9292.	AMERICAN HAIR DESIGN INSTITUTE (33 W. 34 ST.)	WALDORF-ASTORIA LE PERROQUET SUITE
Beginning Tuesday Sept. 25 8:00 P.M.- 9:45 P.M.	CLASS IN FURS AND FUR MERCHANDISING Fall 1945 class in Furs and Fur Merchandising, Tuesday evenings for 15 weeks, with Max Bachrach, fur consultant and lecturer, as instructor. Contact: New York University School of Retailing, SP. 7-2000, Ext. 257.	NEW YORK UNIVERSITY SCHOOL OF RETAILING	NEW YORK UNIVERSITY WASHINGTON SQUARE
Tuesday Sept. 25 8:30 P.M.	SPRING COLLECTION: COUTURIER DESIGNS Spring coat and suit collection by the recently formed couturier and designing firm of Grubere, Inc. (the A. Gruber formerly with Morris W. Haft). Models on view will be sold to individual manufacturers for production in their own shops. Admission by ticket only: \$25.00. Contact: Abraham Gruber, WI. 7-0492.	GRUBERE INC. (250 W. 39 ST.)	ASTOR HOTEL NORTH ROOM
Wednesday Sept. 26 10:00 A.M. Breakfast	"MAGIC BREAKFAST PARTY" FOR PRESS Press Preview of Hi-Line's clothes for children, introducing the new type body measurement known as WHW, based on never before released U.S. Bureau of Standards statistics and sized according to the average weight, height, and waist measurements of ages 2 to 6. Using a Merlin theme, the clothes, modeled by children, will be shown in a series of sleight of hand acts with a magician presiding. Explanation of WHW by Charles Sheldon, Hi-Line's president. By invitation only. Publicity: Billie Gould, Inc., LA. 4-8773.	HI-LINE	HAMPSHIRE HOUSE COTTAGE
Wednesday Sept. 26 12:15 P.M. Sharp	FASHIONS AND TELEVISION DISCUSSED AT LUNCHEON Fashions and Television will be the subject of the first Fashion Group Luncheon Meeting of the season. "In Action" selling fashions, makeup, home furnishings, etc. with new modeling techniques for television. Speaker: Worthington Miner, CBS television manager. Program chairman: Elizabeth Maher. Price of luncheon: \$3.00 (including tip). Reservations close Tuesday, Sept. 25, at 5 P.M. Must be paid for if not cancelled by then. Members may bring guests. Please make reservations promptly by contacting: The Fashion Group, Inc., CI. 7-1734.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BILTMORE HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 3-	SIXTH FASHION TRAINING COURSE	THE FASHION GROUP, INC. 9 ROCKEFELLER PLAZA	BEEKMAN TOWER 5 MITCHELL PLACE
Dec. 12	Sixth annual course, "Introductions To Careers In Fashions," sponsored by The Fashion Group, Inc., and consisting of ten 2-hour sessions from 7:30 to 9:30 P.M. with three key speakers at each session. These include top ranking experts in each phase of the entire fashion field, including selling, fabrics, public relations, advertising, radio, merchandising, and publications. Changes in the fashion picture, especially related to fabrics and patterns, will be fully detailed. Tuition fee for the series: \$15.00; or \$2.00 for each individual lecture. Early registration is suggested. Contact: The Fashion Group, Inc., CI. 7-1734.		
Thursday Oct. 4 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW	FARQUHARSON & WHEELLOCK (23 WEST 57TH STREET)	PLAZA HOTEL PERSIAN ROOM
	Custom-order fashions for women featuring Farquharson & Wheelock's "6-in-1" costume and "expectancy" gown. Open to public. Press by invitation. Contact: PL. 3-1436. Plaza Publicity: Bonnie Donahue, PL. 3-1740.		
Thursday Oct. 4 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	REVILLON FRERES (684 FIFTH AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
	Presentation of Revillon Freres furs during luncheon. Open to public. Press by invitation. Contact: Jeanne dePene, CI. 7-7343. Ritz Publicity: Marion Morrison, PL. 3-4600.		

OUT-OF-TOWN SPRING OPENING DATES

Oct. 4	MIAMI FASHION COUNCIL RESORT LINES	MIAMI, FLORIDA
Oct. 15	CHICAGO FASHION INDUSTRY	CHICAGO, ILLINOIS
Oct. 15	CALIFORNIA APPAREL MANUFACTURERS	LOS ANGELES, CALIFORNIA
Oct. 22	ST. LOUIS FASHION CREATORS & FASHION EXHIBITORS	ST. LOUIS, MISSOURI
Oct. 22	DALLAS FASHION & SPORTSWEAR CENTER & NATIONAL FASHION EXHIBITORS	DALLAS, TEXAS

Saturday Oct. 6	PUBLICATION DATE: "FOOTWEAR NEWS"	FAIRCHILD PUBLICATIONS 8 EAST 13TH STREET
	Announcing "Footwear News", a new weekly Fairchild Publication, the footwear industry's only newspaper, for circulation among general shoe stores throughout the country. Price: \$4.00 a year. Contact: AL. 4-5252.	
Oct. 7	NATIONAL FIRE PREVENTION WEEK	
Monday Oct. 8 1:00 P.M. Luncheon	LUNCHEON FASHION SHOWING	GUNTHER (666 FIFTH AVE.) ST. REGIS HOTEL IRIDIUM ROOM
	Fall and Winter ready-to-wear apparel and Gunther Originals in gowns and furs will be shown during luncheon. Open to public. Press by invitation. Gunther Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 8	NEW BOOKLET: "KIDS & GOATS" "Kids & Goats", a booklet describing processes in the tanning, coloring and finishing of kid leathers, and the care of kid shoes. Illustrated with pictures and amusing drawings. Available to training departments of stores, teachers of retailing, vocational education, etc. Contact: Rhea Nichols or Helene O'Hara, BE. 3-2840.	ALLIED KID COMPANY	100 GOLD STREET NEW YORK 7, N. Y.
Tuesday Oct. 9 1:00 P.M. Luncheon	SHOWING OF DAYTIME AND EVENING FASHIONS Fall and Winter fashions for daytime and evening wear will be shown during luncheon, including sheer woollens for street wear, short and long dinner gowns, and many 2-piece outfits. Open to public. Press by invitation. Contact: PL. 5-3500. Ritz Publicity: Marion Morrison, PL. 3-4600.	JONAI INC. (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 9 3:00 P.M.	PRESS SHOWING OF NEW RAINCOAT FASHIONS A press showing of new raincoats for Mother and Daughter in a galaxy of colors and materials, with hood and umbrella ensembles. Press strictly by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	AQUATOOGS	ST. REGIS HOTEL PENTHOUSE
Wednesday Oct. 10 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Gay and dressy post-war fashions for Fall and Winter will be featured by Arnold Constable during luncheon. Open to public. Press by invitation. Publicity: Gerry Morgan, CA. 5-2300. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. & 40TH ST.)	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 10 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY AT LUNCHEON Mme. Pauline presents her advance collection of Fall and Winter hats during luncheon. Open to public. Press by invitation. Fashion Show under supervision of Viola Shefer, PL. 3-3173.	MME. PAULINE (6 EAST 53RD ST.)	PIERRE HOTEL COTILLION ROOM
Thursday Oct. 11 1:00 P.M. Luncheon	FALL READY-TO-WEAR DESIGNERS' COLLECTION Presentation of Saks 5th Avenue's Fall Ready-To-Wear Designers' Collection during luncheon. Open to public. Press by invitation. Publicity: Helen Kauper, PL. 3-4000. Plaza Publicity: Bonnie Donahue, PL. 3-1740.	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 11 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW A collection of mid-season hats for street wear and after five. Open to public. <u>Press strictly by invitation.</u> Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE (1 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Monday Oct. 15 1:00 P.M. Luncheon	SHOWING OF FURS DURING LUNCHEON A presentation of fur creations by Alfred Rainer with millinery by Braagaard. Open to public. Press by invitation. Fashion Show arranged by Mary Alice Rice, PL. 3-4500.	ALFRED RAINER INC. (17 EAST 55TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Oct. 15	OPENING OF RESORT AND SPRING LINES Complete collections covering the entire season will be shown, in accordance with the policy of showing only one line for each season. Members of the Sportswear Guild who will show their lines include: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact: Bert Reinitz, LA. 4-5970.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES
Monday Oct. 15	OPENING OF MUSEUM'S CHRISTMAS SHOP Holiday Shop for the sale of Christmas cards and gifts, including books, portfolios, color prints, a Museum calendar for 1946, reproductions, etc. Thirty-four Christmas cards from paintings and sculpture, and books for children will be on sale. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST. MAIN HALL
Tuesday Oct. 16 12:30 P.M. Luncheon	PRESS PREVIEW: RESORT FASHIONS FOR 1945-46 Frances Sider will present her new Original Resort Fashions during luncheon. Press and Trade by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	FRANCES SIDER ORIGINALS	PLAZA HOTEL TERRACE ROOM
Tuesday Oct. 16 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW New Fall and Winter fashions will be presented by The Sportswoman during luncheon. Open to public. Press by invitation. Contact: PL. 3-2544. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE SPORTSWOMAN (25 EAST 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 16 5:00 P.M. Cocktails	PRESS PREVIEW TO INTRODUCE NEW PRODUCT Parfums Corday will introduce the first French imported parfum of this Fall season. Press by invitation only. Publicity: Gertrude Morrison, EL. 5-3377.	PARFUMS CORDAY	ST. REGIS HOTEL PENTHOUSE
Wednesday Oct. 17 10:00 A.M. Breakfast	PRESS PREVIEW: NEW CRUISE MILLINERY Press preview of Mary Goodfellow's original designs in cruise millinery. Press strictly by invitation. Publicity: Mildred Kaldor, BR. 9-9399.	MARY GOODFELLOW	HAMPSHIRE HOUSE COTTAGE
Wednesday Oct. 17 1:00 P.M. Luncheon	FALL FASHIONS, FURS AND ACCESSORIES A complete showing of Fall fashions during luncheon, along with the latest accessories. Also, furs from The Tailored Woman's new fifth floor fur salon. Open to public. Press by invitation. Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity: Ted Saucier, EL. 5-3000.	THE TAILORED WOMAN (742 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 18 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW New Fall and Winter fashions from Macy's Little Shop. Open to public. Press by invitation. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MACY'S LITTLE SHOP	RITZ CARLTON HOTEL OVAL ROOM

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Friday Sept. 21	PREMIERE: "RADIO STARS ON PARADE" (Movie) GOTHAM THEATRE, B'WAY & 47TH ST. An RKO comedy with Frances Langford, Wally Brown, Alan Carney, Ralph Edwards (of "Truth or Consequences"), Skinnay Ennis, and others. Producer: Ben Stoloff. Director: Leslie Goodwins. Costumes: Renie. Publicity: Rutgers Neilson, CO. 5-6500.
Monday Sept. 24	OPENING: "THE RYAN GIRL" PLYMOUTH THEATRE, 45TH ST. WEST OF B'WAY. Melodrama about an ex-Follies girl, produced by the Shuberts in association with Albert De Courville, and starring June Havoc and Edmund Lowe. Settings by Raymond Sovey. Directed by the author, Edmund Goulding. June Havoc's costumes by Hattie Carnegie. Doris Dalton's Costumes by Bergdorf Goodman. Publicity: Leo Freedman, CH. 4-7250.
Tuesday Sept. 25	OPENING: "YOU TOUCHED ME" BOOTH THEATRE, 45TH ST. WEST OF B'WAY. Tennessee Williams-Donald Windham dramatization of D. H. Lawrence's short story of the same name, featuring Edmund Gwenn, Montgomery Clift, Catherine Willard, and Marianne Stewart in a cast of seven. Set in rural England during 1942. This romantic comedy revolves around a retired sea Captain and his adopted son who has served in the RCAF. Produced by Guthrie McClintic in association with Lee Shubert. Settings by the Motleys. Publicity: Francis Robinson, CI. 7-5152.
Wednesday Sept. 26	OPENING: "DEEP ARE THE ROOTS" FULTON THEATRE, 46TH ST. W. OF B'WAY New play by Arnaud d'Usseau and James Gow, authors of "Tomorrow The World". Directed by Elia Kazan, this play concerns the return of a Negro soldier to the struggle for freedom in the deep South. Cast includes Lloyd Gough, Barbara Bel Geddes, Gordon Heath, and others. Producers: Kermit Bloomgarten and George Heller. Settings: Howard Bay. Publicity: James Proctor and Frank Goodman, MU. 2-9147.
Wednesday Sept. 26	PREMIERE: "THE HOUSE ON 92ND STREET" (Movie) ROXY THEATRE, 52ND ST. & 7TH AVE. A 20th Century Fox picture based on cases from the files of the FBI. Cast features William Eythe, Lloyd Nolan, Signe Hasso, Gene Lockhart, and others. Director: Henry Hathaway. Producer: Louis de Rochemont. Costumes: Bonnie Cashin. Publicity: Jeannette Sawyer, CI. 6-0950.
Thursday Sept. 27	PREMIERE: "HER HIGHNESS AND THE BELLBOY" (Movie) CAPITOL THEATRE, B'WAY & 51ST An MGM comedy starring Hedy Lamarr and Robert Walker with June Allyson, Carl Esmond, and Agnes Moorehead. Director: Richard Thorpe. Producer: Carl Esmond. Costumes: Irene. Men's Costumes: Valles. Publicity: Herbert Crooker, BR. 9-7800.
Thursday Sept. 27	OPENING: "CARIB SONG" ADELPHI THEATRE, 54TH ST. E. of B'WAY Dramatic all-Negro musical play of Trinidad, featuring Katherine Dunham and her troop of dancers, with Avon Long, William Franklin, Harriet Jackson, Elsie Benjamin, and others. Produced by George Stanton with book and lyrics by William Archibald and music by Baldwin Bergerson. Director: Mary Hunter. Choreography: Katherine Dunham. Scenery: Jo Mielziner. Costumes by the Motleys. Publicity: Karl Bernstein, CI. 6-0427.
Thursday Sept. 27- Oct. 28	OPENING: NEW YORK CITY CENTER OPERA COMPANY 131 WEST 55TH ST. Fifth season of New York City Center Opera Company at the City Center, with Laszlo Halasz conducting "Tosca" at the opening performance. Contact: CI. 6-8989.